

A SEMIOTIC ANALYSIS FOUND ON THE CIGARETTE PRODUCTS

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ABSTRACT

In this study, the writer did a semiotic analysis towards the visual images of cigarette product. To support this thesis the writer used some expert theories like Bouzida (2004), Mayr (2013) etc. the writer used the Qualitative method with content analysis approach because this study need deeper analysis of the content where in this study was the Semiotic signs. The results of these studies gathered by the writer show that the messages or the semiotic signs found on cigarette product was conveyed successfully by the active smoker or the viewer, where the active smoker means a person who have been actively smoke since specific long time, here in this study, the writer put standard for the active smoker have to at least actively smoke minimally two years until at the present this research conducted. semiotic signs on the visual images of cigarette products can be interpreted well by the addressee and understand well too. Those pictures already start to make them insecure towards the effect of smoking, but not strong enough to force them to stop smoking. The reason why the intention of display those visual images on the cigarette products can be concluded because the images not intimidating enough for the smoker so that they don't feel any urgency to stop smoking immediately after saw the pictures. even though the Active smoker choose to keep on smoking because they have been addicted to the cigarette. The main point of this discussion is the visual images are according to the experts stated as the semiotic signs have been successfully brought the messages to the person who saw it and understandable enough to interpreted by the addressee. The writer also recommended to the next writer who will conduct the similar study to pay more attention towards the element of semiotic signs especially the visual images.

Keywords: cigarette product, visual images, active smoker, semiotic analysis

ABSTRAK

Dalam penelitian ini, penulis melakukan analisis semiotik terhadap citra visual produk rokok. Untuk mendukung tesis ini penulis menggunakan beberapa teori ahli seperti Bouzida (2004), Mayr (2013) dll. Penulis menggunakan metode Kualitatif dengan pendekatan analisis isi karena penelitian ini memerlukan analisis yang lebih mendalam dari konten dimana dalam penelitian ini adalah tanda-tanda semiotik. Hasil penelitian yang dikumpulkan oleh penulis menunjukkan bahwa pesan atau tanda semiotik yang ditemukan pada produk rokok berhasil disampaikan oleh perokok aktif atau penampil, dimana perokok aktif berarti seseorang yang telah aktif merokok sejak waktu yang lama, disini Dalam penelitian ini, penulis meletakkan standar untuk perokok aktif harus setidaknya secara aktif merokok minimal dua tahun hingga saat ini penelitian ini dilakukan. Tanda-tanda semiotik pada gambar-gambar visual dari produk rokok dapat ditafsirkan dengan baik oleh orang yang dituju dan juga dimengerti dengan baik.

Foto-foto itu sudah mulai membuat mereka tidak aman terhadap efek merokok, tetapi tidak cukup kuat untuk memaksa mereka berhenti merokok. Alasan mengapa niat menampilkan gambar-gambar visual pada produk rokok dapat disimpulkan karena gambar tidak cukup mengintimidasi bagi perokok sehingga mereka tidak merasakan urgensi untuk berhenti merokok segera setelah melihat gambar. Meskipun perokok aktif memilih untuk tetap merokok karena mereka sudah kecanduan rokok. Titik utama dari diskusi ini adalah gambar visual yang menurut para ahli dinyatakan sebagai tanda semiotik telah berhasil membawa pesan kepada orang yang melihatnya dan cukup dimengerti untuk ditafsirkan oleh penerima. Penulis juga merekomendasikan kepada penulis selanjutnya yang akan melakukan penelitian serupa untuk lebih memperhatikan elemen tanda semiotik terutama gambar visual.

Kata kunci: produk rokok, gambar visual, perokok aktif, analisis semiotik

A. INTRODUCTION

A language is the source of human life where it is used to share the information and to express their feeling, knowledge, belief, behavior, ideas and desires. According to Wardhaugh (2010), language is a system arbitrary vocal symbol used for human communication. Communication is the exchange of ideas or the process of establishing a commonness or oneness of thought between a sender and receiver (Belch and Belch, 2004). In the written communication, sign has taken a part in human surrounding. Perlmutter (2011) argued that human uses the sign or symbol to communicate to the other people who have the same feeling, idea, and desire where the communicator agreed about a sign system. However, not all people can be able to interpret the meaning of sign. That's why the study of meaning of the signs we called semiotic exist. It's to help people understand about the sign as the communication way. Three research questions formulated in this study are to know what semiotic signs can be found on the visual images of the cigarette products, to know the messages are conveyed by the visual images of the cigarette products and to know what are the active-smokers perceptions toward the semiotic visual images of the cigarette products.

B. REVIEW OF RELATED LITERATURE

1. The Concept of Semiotics

According to Mayr (2013), the term *semiotics* (often also referred to as '*semiology*') derives from the Greek word *semeion* meaning 'sign'. It is the study of signs and symbols that focused on words, any communicative element from an image to a hairstyle counts as a sign. As for that, the writer believe that Semiotic is the study of meaning of sign that help people to gathering more information and communicate better and efficient through the signs around.

2. The Concept of Semantic

Semantic is the study of meaning in language (Hurford, Heasley, and Smith, 2010; Yule, 2010). It studies of the meaning of words, phrases and sentences (Yule, 2010). Additionally, Yule (2010) differentiated conceptual meaning and associative meaning. Conceptual meaning covers the basic, essential components of meaning that are conveyed by the literal use of a word. It is the type of meaning that dictionaries are designed to describe. Some of the basic components of a word like *needle* in English might include "thin, sharp, steel, instrument". These components would be part of the conceptual meaning of *needle*. However, different people might have different association or

connotations attached to a word like *needle*. They might associate it with “pain, or illness, or blood or drugs, or tread, or knitting, or hard to find” and these associations may differ from one person to the next person.

3. The Concept of Verbal and Visual Signs

In this study, it is important to present the concept of verbal and visual signs since this study is not only analyze the semiotic images or pictures but also its text found on the cigarette products. It is because of verbal and visual signs are the package items found on a product. Verbal sign is something that deals with text and words (Chandler, 2002). It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else in text form (Barthes, 2003). Where the visual sign is the image or the picture where it is a product or result that consciously create by people.

4. The Previous Studies

In this part, the writer presented some previous studies that are related with this study. Mayr (2013) conducted the study entitled, “Reading culture in TV commercials a semiotic analysis of a TV commercial for the purpose of teaching culture to foreign language students”. Hassan (2015) did his study entitled, “Social semiotics: realizing destination image by means of cultural representations”. Onursoy (2015) conducted the study entitled, “A semiotic analysis of an activist image in social media”. Safavi and Luckinger (2015) analyzed the signs that made violence in video games posters.

Based on the presented previous studies and this current study; they have similarities and dissimilarities points of view. They have similar at analyzing the signs using the semiotics analysis. The dissimilarities are located on the use of data sources. The previous studies used the advertisements (drinking beer and tourism on TV) and posters (Gezi Park protest and Minecraft). Meanwhile, the source of data in this study is the cigarette products that have never been conducted before and the writer found its interesting because the purpose of the visual images printed on the box was to prevented people from smoking by scare them but people tend to kept smoking that’s why the writer think this current study is suitable to be conducted.

C. RESEARCH METHODS

To answer the research questions that have been formulated in the previous chapter, the writer used the qualitative design using content analysis approach. There are five visual images/pictures and its texts used as the data source in this study. Those pictures are found on all brands of cigarette products in Indonesia. They are:



Bogdan and Biklen (1992:29) stated that “qualitative research has the natural setting as the direct source of data and the researcher is the key instrument”. In addition, Sugiyono (2009:306) claimed that “the researcher in qualitative research is as human instrument; his function is to determine the research focus, to determine the informant as source of data, to collect data, to assess quality of data, to analyze data, to interpret data and to conclude of the findings”.

In collecting the data, the writer used the following procedures first, Finding out and determining the visual images of cigarette products. Second, Analyzing the semiotic signs found on the visual images of cigarette products. Third, Interpreting the meaning or the message conveyed by the visual images of cigarette products. Last, Conducting the interview to the research participants in order to ask their perceptions toward the visual images of cigarette products. The data in this study comes from the analysis result of visual images of cigarette products and interview transcript result. They analyzed using the flow model data analysis presented by Miles and Huberman (1994) that consists of data reduction, data display and conclusion.

The important direction in making conclusion was not only for “checking” the analysis effort, but also for learning process (Miles and Huberman: 1994). Furthermore, after performing the whole flows of data collecting and data analyzing, the writer was able to draw a conclusion about this study. In this process, the researcher found explanation by gathering information to verify the data found on visual images and its texts. The writer collected the information based on the active-smokers’ perceptions as the result. It wasn’t only for examining whether the writer has fulfilled the whole analysis process of analyzing the data, but also as the guidance for the writer to understand the process of analyze the visual images on the cigarette product.

D. FINDING OF THE STUDY AND DISCUSSION

Finding of the study were devoted to answer three research questions as follows What semiotic signs are found on the visual images of the cigarette products? What messages are conveyed by the visual images of the cigarette products? And What are the active-smokers perceptions toward the semiotic visual images of the cigarette products?

1. The Semiotic Signs Found on the Visual Images of the Cigarette Products

The findings of this part deal with the Semiotic signs found on the visual images of the cigarette products, there are five visual images can be found on the box of Cigarette products in Indonesia, the semiotic signs that writer found on the cigarette products are Visual Sign, Verbal and non-verbal signs. In relation to the visual signs and in analyzing visual images the writer also used the focus and depth of vision, close-ups, lighting and color, cropping, camera angel, special effect or montage aspects as the guide in analyzing the visual sign.

2. The Messages Conveyed by the Visual Images of the Cigarettes Products

Based on the analysis of the visual images on the cigarette products the writer can conclude that the actual messages conveyed By the Visual Images Of The Cigarettes Products as First, that smoking causing a lot of harm and leading to the death. Second, that smoking not only bring effects to the active smoker but also to the passive smoker, have chance to affected by the disadvantages of the cigarette. Third, that smoking lead to the

disease like mouth cancer, throat cancer and lung cancer. Fourth, other disadvantages of cigarette are bring harm to the infant, causing miscarriage, impotence etc.

3. The Active-smokers Perceptions toward the Semiotic Visual Images of The Cigarette Products

As the key instrument of this study, the writer determine the topic of this study, select the research participants; collect, analyze and interpret the data; and finally conclude and present the findings. The writer analyze, interpret and present the semiotic data of visual images and their texts on the cigarette products and the result as follow; first, that smoking causing a lot of harm and leading to the death; second, that smoking not only bring effects to the active smoker but also to the passive smoker, have chance to affected by the disadvantages of the cigarette; third, that smoking lead to the disease like mouth cancer, throat cancer and lung cancer; fourth, other disadvantages of cigarette are bring harm to the infant, causing miscarriage, impotence etc.

4. Discussion

After analyzing the data and the explanation of the finding, the writer would like to present the finding trough further discussion. The analysis that present on the table 4.1 display the finding of the study and the interview by the R1, R2 and R3 on the L1, L2 and L3 shows that semiotic signs on the visual images of cigarette products can be interpreted well by the addressee and understand well too. Those pictures already start to make them insecure towards the effect of smoking, but not strong enough to force them to stop smoking. The reason why the intention of display those visual images on the cigarette products can be concluded because the images not intimidating enough for the smoker so that they don't feel any urgency to stop smoking immediately after saw the pictures. The reason why the intention of display those visual images on the cigarette products can be concluded because the images not intimidating enough for the smoker so that they don't feel any urgency to stop smoking immediately after saw the pictures.

The main point of this discussion is the visual images are according to the experts stated as the semiotic signs have been successfully brought the messages to the person who saw it and understandable enough to interpreted by the addressee.

E. CONCLUSION

The conclusions are made in reference to the objectives of the study. based on finding and discussion of the research, the writer concludes the research as following semiotic signs found in visual images of cigarette products are visual sign, verbal and non-verbal signs where visual signs itself are visual elements; they are appearance, manner, activity, props and setting. In addition in analyzing visual images the writer also use the focus and depth of vision, close-ups, lighting and color.

Based on the result of analysis above the writer suggest for the next researcher that wants to conduct a similar research to pay attention more about the aspects that contain in the object of study and combine the aspect analysis with various kind of knowledge discipline like psychology etc. because how addressee interpreted one sign is different between one and another. The only one study of meaning that allows analyzing is contextual, and based on context are very large including emotion, characters any many terms of condition. And the writer also hopes for the next researcher to gather more participants in order to gain various information from various background.

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